

3. TRIGGERS	10. YOUR SOLUTION	<div>Define CS, fit into CS</div> <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Farmers are the primary target customer along with them small Industrial Workers may also be the customer in some cases.</p></div>	<div>Explore AS, differentiate AS</div> <div>5. AVAILABLE SOLUTION<div>AS</div><p>Manual monitoring of crops by recognizing changes in leaf quality and sick patches, people can assess a plant's level of illness. In similar way weather and Quality of soil are recognized, Irrigation Control is done by making the water paths to the crops manually.</p></div>	<div>Explore AS, differentiate AS</div> <div>8. CHANNELS OF BEHAVIOUR<div>CB</div><p><b>Online :</b> Basic understanding of plants, Soil quality, and Control the irrigation of the crop through the application</p><p><b>Offline :</b> People attempt to diagnose diseases based on the condition of the leaves.</p></div>
		<div>Focus on J&amp;P, tap into BE, understand RC</div> <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>This application focuses on Crop Monitoring, Local weather Monitoring, Soil Quality Monitoring and Irrigation Control.</p></div>	<div>Focus on J&amp;P, tap into BE, understand RC</div> <div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>Access to a reliable internet connection. To acquire a precise prognosis of disease in the plant, the image must be captured in the necessary pixels. More sensors should be used and make the farmers to access the application in a easy way.</p></div>	<div>Focus on J&amp;P, tap into BE, understand RC</div> <div>9.PROBLEM ROOT CAUSE<div>RC</div><p>Having poor drainage, the soil lacks water and nutrients like phosphate and nitrogen that cause disease.</p></div>
		<div>3. TRIGGERS<div>TR</div><p>Factors such as Climate change, population growth and food security concerns have propelled the industry into seeking more innovative approaches.</p></div>	<div>7. BEHAVIOUR<div>B</div><p><b>Directly :</b> The tool makes it simple for farmers to monitor the crop, weather conditions and quality of the soil, and they don't need any further expertise in disease prediction.</p><p><b>Indirectly:</b> Online results may be accessed instantly by farmers, who can also expect good crop growth and irrigation system.</p></div>	<div>10. SOLUTION</div> <p>By making farming more connected and intelligent, precision agriculture helps reduce overall costs and improve the quality and quantity of product.</p>

	<div data-bbox="159 60 568 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="159 140 633 199" data-label="Text"><p>Before : Losing confidence, Miserable, Stressed. After : Self-assured, Relief, Happy</p></div> <div data-bbox="728 108 775 138" data-label="Text"><p>EM</p></div>			
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